



**MELBOURNE**  
*Boomers*

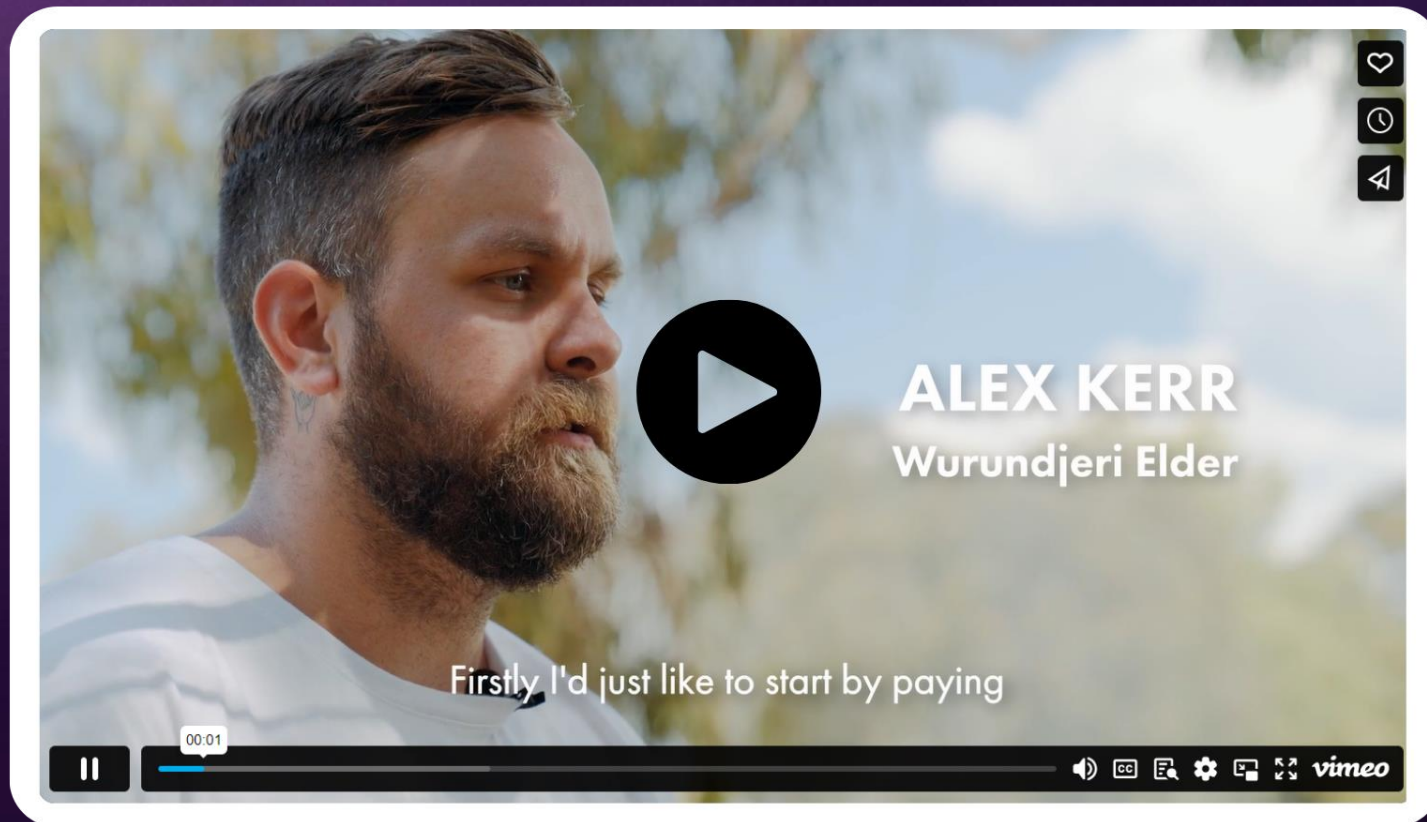
# 2024 ORGANISATIONAL PROFILE



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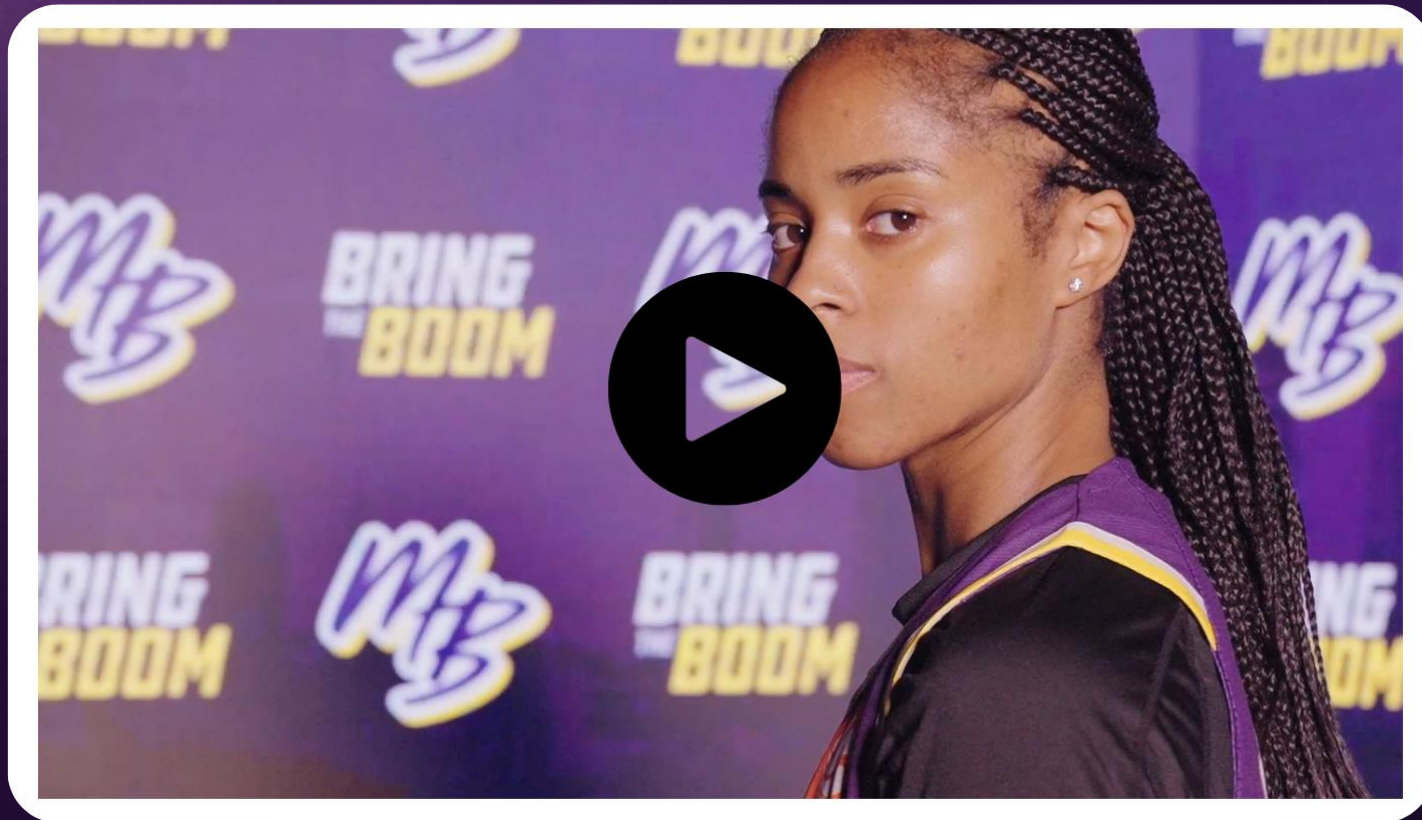
# ACKNOWLEDGMENT OF COUNTRY



[CLICK HERE TO PLAY](#)



# 2023-24 SHOW REEL



[CLICK HERE TO PLAY](#)





## ORGANISATIONAL PURPOSE

We exist to make a difference for women through basketball

## OUR VISION

Equality in Basketball

## OUR TRADEMARKS

We are United & Fearless  
 We are Professional & Accountable  
 We are Inspiring

# ORGANISATIONAL OBJECTIVES

- Bring our fans on our journey
- Create the opportunity to win the WNBL Championship
- Be a voice in our community for equality and inclusivity
- Be a sustainable organisation for our people, our owners and our key stakeholders



# OUR PARTNERS

## NAMING RIGHTS PARTNER



## COMMUNITY PARTNERS



## MAJOR PARTNERS



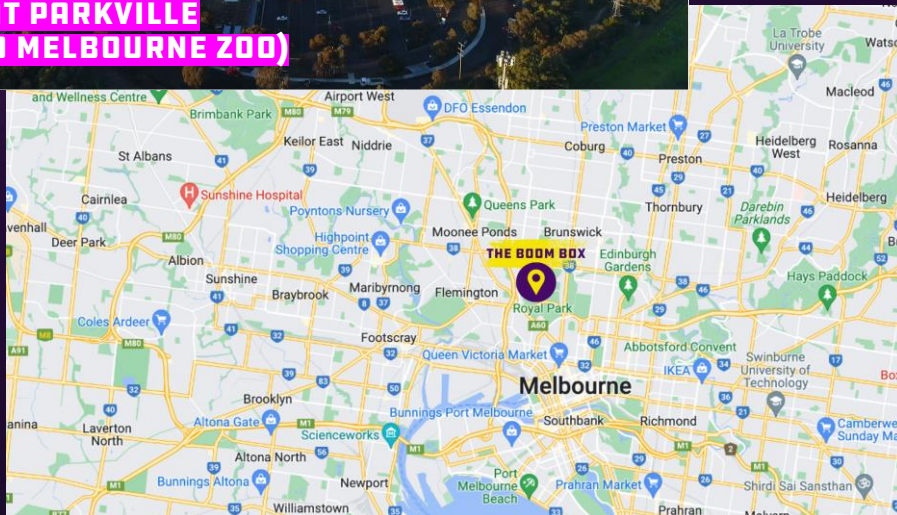
## SUPPORTING PARTNERS



# OUR HOME, THE BOOM BOX

We play, train and work at State Sport Centres Parkville, commonly referred to as The Boom Box, among the WNBL community.

**BASED AT PARKVILLE  
(NEXT TO MELBOURNE ZOO)**



The Stadium seats 3000, including 200 courtside seats. The photo above was taken at our sold-out 2024 Semi Final.



# GAME DAYS AT THE BOOM BOX



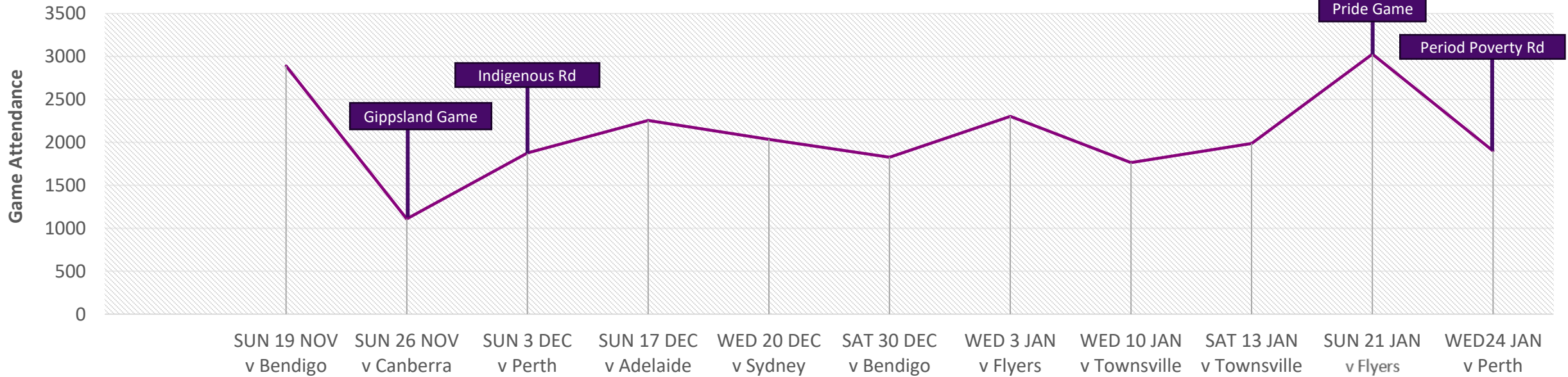
## REGULAR SEASON (PARKVILLE)

**AVERAGE ATTENDANCE: 2,304**  
**HIGHEST ATTENDANCE: 3,028**  
**TOTAL ATTENDANCE: 23,036**

## SEMI-FINAL SERIES

**V SOUTHSIDE FLYERS**  
**2,892**

## BROADCAST PARTNERS



# BOOMERS' DIGITAL ENGAGEMENT AND GROWTH



## SOCIALS

FACEBOOK, INSTAGRAM, LINKEDIN & X

 12K FOLLOWERS

 13K FOLLOWERS

 1K FOLLOWERS

 4K FOLLOWERS

Total Audience 30k

## EDMS

Database: 10k  
 ↑ from 8.4k in 21/22

Emails sent: 188,291

Open rate: 38%

Industry Average Open Rate: 24.5%

## WEBSITE

New Users

2023/24 – 61K

2022/23 - 54K

2021/22 - 34.5K

Page Views

2023/24 – 200K

2022/23 - 189K

2021/22 - 161K

### Age and gender

Men 38.60%  
 Women 61.40%



## BOOMERS IN THE MEDIA

### Boomers import Jordin Canada named WNBL's best

By Jasper Bruce  
 Updated February 26 2024 - 9:50am, first published 9:46am



### WNBL free agency: Latest big news on player movement in the Women's National Basketball League

At 23, Monique Conti's already one of AFLW's best ever. She's a gun on the court, too, joining a new WNBL club amid an AFLW push that could leave her with a big dual-sport decision.



### Mamma Ball is bringing mums to basketball in a fun, low-pressure environment



# FAN INTERACTION AND ENGAGEMENT



# CLUB AND ASSOCIATION CONNECTIONS

The Boomers partner with Club and Associations all over Melbourne and surrounding suburbs, providing each with opportunity to watch worldclass Basketball, and get up close and personal with our elite line-up of athletes.

**25+** the number of club and associations we partnered with this past year

**9000** The number of juniors and parents that were given the opportunity to cheer on the Boomers at home, through our club and association program.



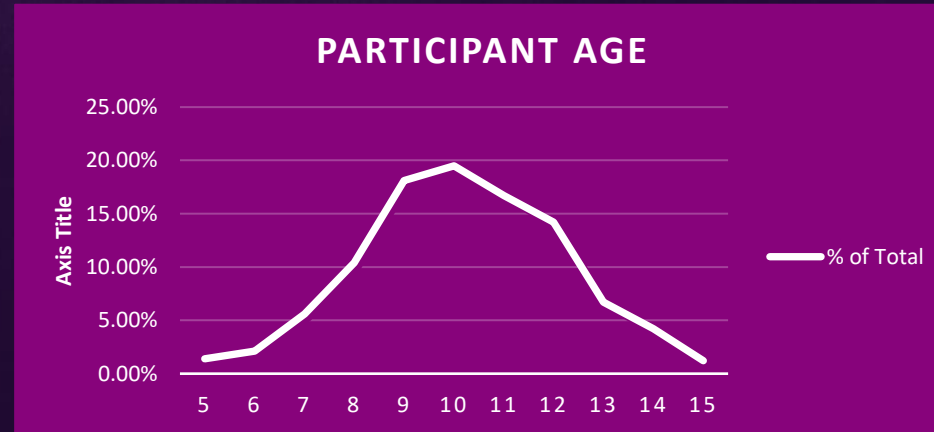
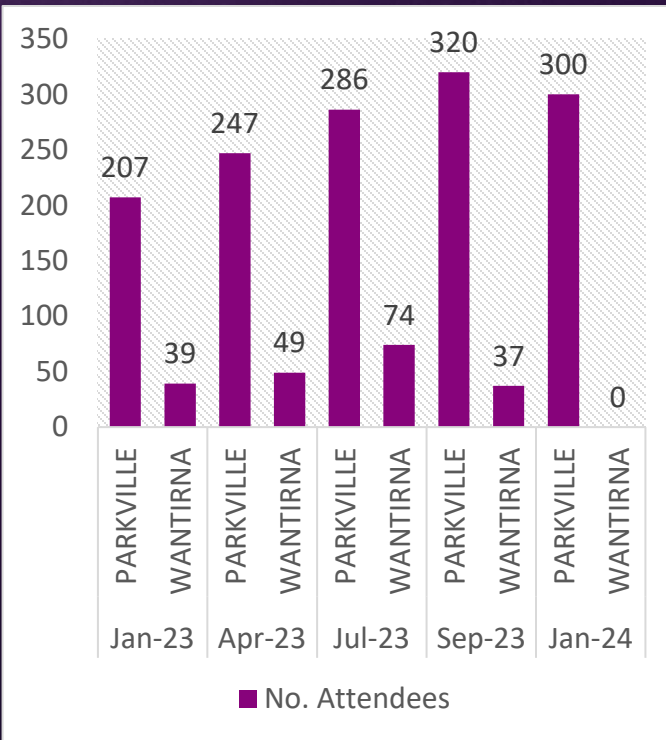
*"YOU CAN'T BE WHAT YOU CAN'T SEE."*

# MELBOURNE BOOMERS ACADEMY



The Melbourne Boomers Academy a program rolled out via a number of programs, including our School Holiday Programs, Online Academy, 'Come Train With Us' the WNBL Experience and our latest venture, Elite Academy.

Each program is tailored for boys and girls aged between 6-16 of all abilities. The programs are run at the State Basketball Centre and Parkville and are designed to develop one's basketball skills in a safe and encouraging environment.



**71%**  
THE PERCENTAGE OF FEMALE ATTENDEES

**30** THE TOTAL # OF CLINICS FROM JAN 2023 TO 2024

AVG # OF ANNUAL PARTICIPANTS **1400**

Q&A session with Aussie Opal and WNBA Player, Kristy Wallace

# MAMMA BALL

Mamma Ball is a \*women-only basketball skills and fitness program giving participants a much-needed sense of community, belonging, and "me time" in a world where they are often doing everything for everyone except themselves.

Run out of Knox and Parkville, the program is an hour of basketball every week, followed by complimentary cake and coffee.

\* inclusive of those who identify as a woman and non-binary participants

[CLICK TO LEARN MORE](#) 



Mamma Ball article in ABC News

# PRIDE GAME (SOLD OUT GAME)

Deakin Melbourne Boomers were thrilled to host their inaugural Pride Game with the support of Pride Cup. The sell-out celebration took place during the third Michele Timms Cup, with 3027 keen attendees coming to watch the local derby against Southside Flyers on Sunday, January 21.

Proud to support the LGBTIQ+ community both on and off the court, Deakin Melbourne Boomers Executive Chair Tony Hallam expressed his excitement about hosting the Club's first Pride Game event. "We determined this season that we wanted to amplify our voice in our community for equality and inclusivity. This led us to hosting our inaugural Pride Game event, and we worked with LGBTIQ+ community partners like Pride Cup to take respectful steps to educate ourselves on how to make the most of the opportunity," Hallam said.

Pride Cup CEO Hayley Conway emphasized "Only 6% of young LGBTIQ+ people play team sports because of the culture that excludes them; the Boomers are playing their part to change basketball for the better, for everyone."



# GIPPSLAND AND LATROBE VALLEY

The Deakin Melbourne Boomers brought the best of the WNBL back to Gippsland again in November 2023 for a weekend of community engagement culminating in a blockbuster showdown against local superstar Jade Melbourne and her Canberra Capitals.

Since 2018, the Boomers have been taking the WNBL to the Gippsland region each year. The 2023/24 seasons event was supported by the Victorian Government, Latrobe City Council, and the new Melbourne Boomers' community partner in Gippsland, AGL Loy Yang.





# NETWORKING AND EVENTS

## BOOMERS BUSINESS NETWORK

Throughout the season, the Boomers Business Network hosts various events aimed to inspire and connect likeminded businesses.

These gatherings are crafted to inspire attendees through captivating guest speakers while reinforcing the core purpose of the Deakin Melbourne Boomers: making a difference for women through basketball.



## 3X3 CORPORATE CUP

The 3x3 Corporate Cup returned for its second season at Melbourne Sport Centres Parkville on Friday, October 13, 2023. The day is all about team-building, networking and having some fun on the court. The event saw 20 teams across 18 different organisations get amongst the action, a 40% registration increase from the previous, inaugural event.



# SEASON HIGHLIGHTS



**JORDIN CANADA  
2024 LEAGUE MVP**



**SEVENTH CONSECUTIVE WNBL  
FINALS SERIES**



**RECORD MEMBERSHIPS &  
BEST FANS IN THE LEAGUE**



**LAUNCH OF MAMMA BALL PARKVILLE**



**INCREASED DIGITAL FOOTPRINT**



**INAUGURAL PRIDE GAME SELL OUT**



DEAKIN  
UNIVERSITY

MELBOURNE

*Boomers*

THANK YOU